HOUSE-WARMING AT THE NEW HOWLAND STORE

BRIDGEPORT — **NOV 18TH TO 21ST 1908**

Opening of the new building accompanied by a House-warming sale that embraces every department in the bigger and better store

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HOUSE-WARMING

AT THE NEW

HOWLAND STORE

BRIDGEPORT

NOVEMBER 18TH TO 21ST, 1908

We open the new building with a House-warming that brings extra values in every department.

THE HOWLAND DRY GOODS CO.

ANDREW M. COOPER
VICE PRESIDENT
SAMUEL S. SANFORD.
DIRECTOR
GEORGE W. BARKER
SECRETARY
JOHN G. HOWLAND
PRESIDENT AND TREASURER
SAMUEL C. PARKER
SUPERINTENDENT

ALL IS READY

The new Howland store is ready.

This book announces its House-warming: an event that we propose to make of deep and lively interest to everybody within reaching distance of the store. The House-warming will be a notable and a profitable affair for everybody who shares in it.

The store will be open from top to bottom to visitors. It will be filled with merchandise to be sold at prices of as much interest as is the building itself.

Every part of the establishment from engine room to stock room will be accessible to you; we want you to see what we have builded.

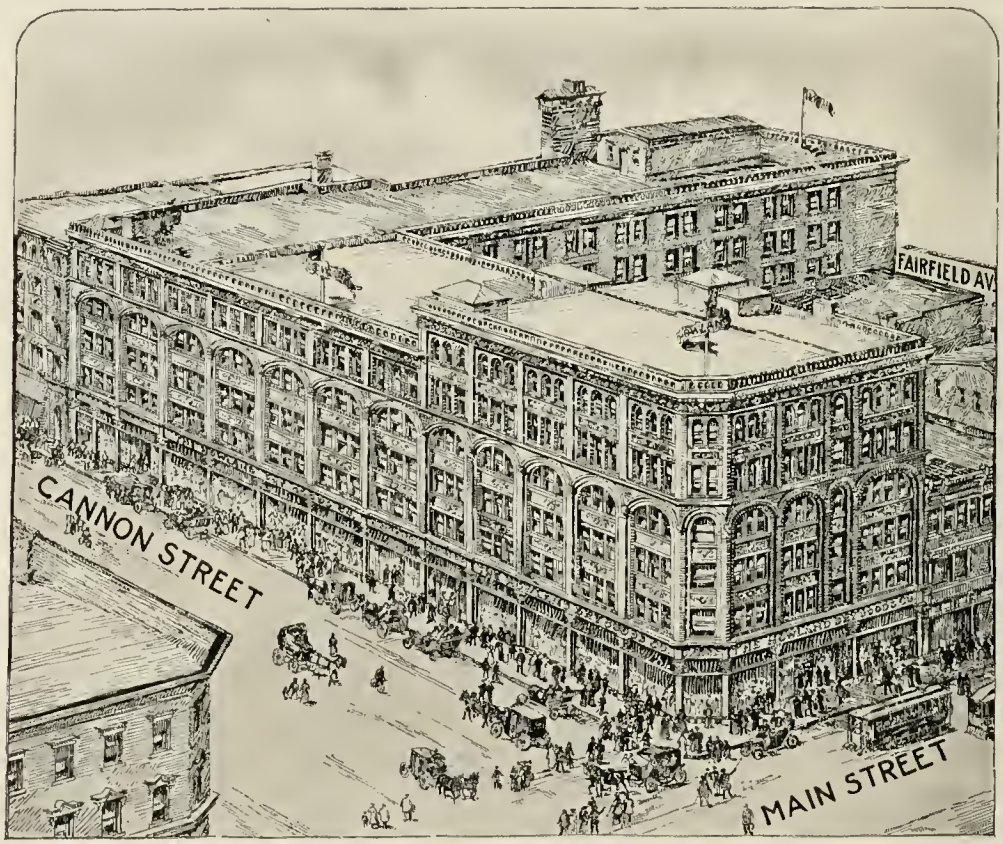
But a House-warming sale will be the one greatest feature of the week. Bright, new, attractive, and desirable merchandise will be placed on sale in every department of the whole store at prices below the usual prices. Not a single department will fail to join in the House-warming. Every department manager will share in it with enthusiasm. Each one is eager to show himself at his best. They will combine to make the House-warming a unique and a very successful event; something that will long be remembered.

The Store's Policy

On May 7th, 1894, in announcing the opening of the store, its policy was set forth as follows:—

> If anything doesn't suit, we want it back, for we want to suit. To suit is worth more than any one profit.

That brief statement outlines the policy of the store from its foundation. It is its policy to-day. It is one of the very founda-



THE STORE AS IT LOOKS TO-DAY.

tion stones of the business. Upon it has been reared this business which you have watched grow. It has always been carried out in spirit as well as letter, with cheerfulness and promptness. Such it will continue to be, of course. We value too highly the reputation we have won to depart one step from a liberal following of this policy.

A Quick Look Backward

In 1887, on February 19th, John G. Howland laid the first stone in the foundation of this business. He, on that day, placed his name above that of George H. Couch on the sign over the well-known shoe store at 407 (old number) Main street. That store, exactly as it looked, is here reproduced.

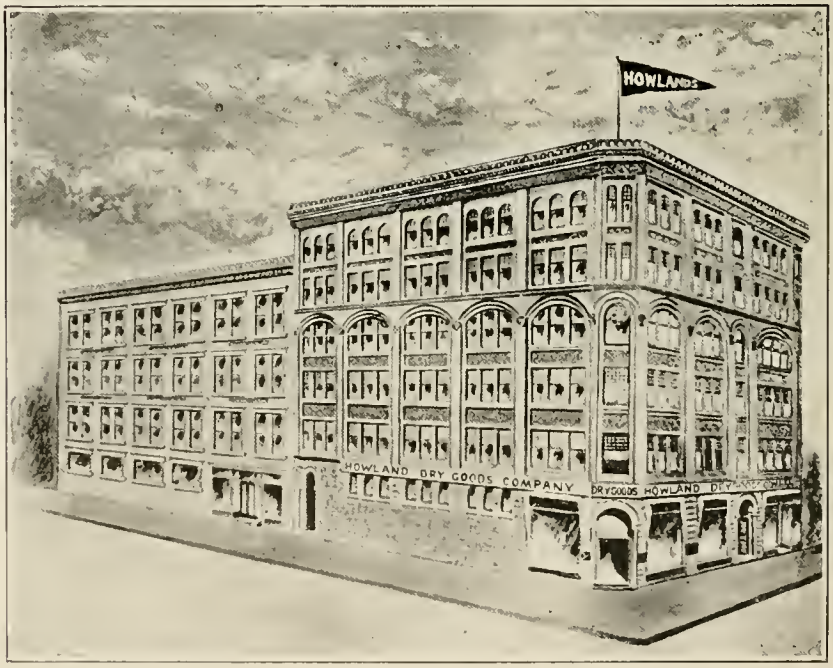
Mr. Howland began his business career by doing things in a new way. He told the exact truth about everything in his store.

THE STORE AS IT LOOKED IN JANUARY, 1888.

Real news of shoes was told in his advertising. If a shoe was not what it looked to be, that fact was told. Mr. Howland's advertising was plainly truthful and folks soon saw that his shoes were exactly what they were said to be. And so the shoe business grew fast and faster.

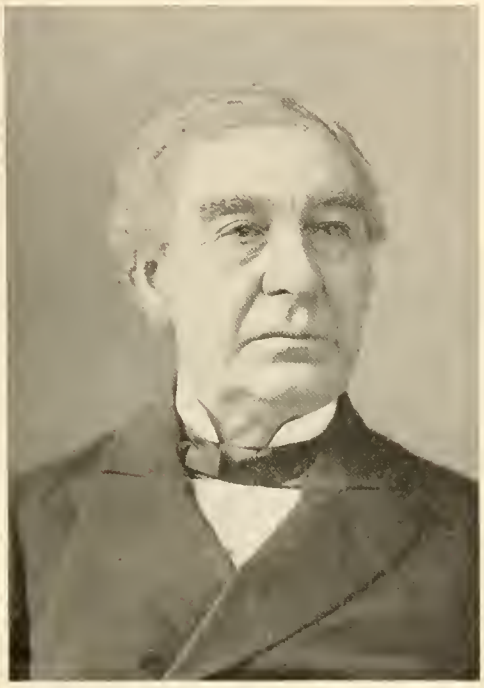
In 1894 came expansion and an entering into the dry goods field. The Howland-Gow-Stark Company, with Mr. Howland as president,

THE STORE OF 1891.



THE STORE OF 1899.

was then formed, and, after the death of William B. Hall occupied the store which had long been the headquarters of W. B. Hall & Company. Two years later the firm became the Howland Dry Goods Company. In 1899, Andrew M. Cooper, who had been for a number of years manager of the New York headquarters of a strong syndicate of stores, joined the store force as vice-president of the company. Mr. Cooper brought to his duties a thorough knowledge of the dry goods business as well as much natural ability and he soon became an active factor in the progress of the business.



HENRY SANFORD.

A director of the Company till his death.

Soon after the formation of the company, the store's quarters became too small. In 1895 the large basement under the main store was opened for business. Within a few years, when still more room was needed, a large addition was built by Mr. Henry Sanford, owner of the building and a director of the company. This entire building, however, soon proved too small. In 1900, more land was purchased and a millinery sales-room added to the store. At the same time a complete electric lighting plant was equipped, it being the only one in a Connecticut store at that time. Later, an extensive pneumatic-tube cash system was installed, this being the largest in New England outside of Boston.

The year 1904 saw the store pushing up Cannon street and taking in the brick building adjoining. Then came the next move, a larger one, and a long step ahead—the erecting of the splendid fire proof building now completed, with entrances on Fairfield Avenue and Cannon street, and the remodeling of the original store.

In this, Professor Samuel S. Sanford demonstrated his lively interest in the store, and at the same time erected a splendid monument to his father. As the Sanford building was the first really modern building to be erected in this city, so Professor Sanford decided that the new Sanford-Howland building was to be the best

store home in the country for miles around and was to harmonize with the building originally erected by his father. In construction, and finish, and convenience it was to be without superior; in every way it was to be a credit to the owner, the occupant, and the city.

How well this ideal has been carried out, you can see for yourself. How it was done, you can hardly know. The work was not done with haste. Unnecessary risks were avoided. The conduct of business was interfered with as little as possible. And every moment builders were doing their best to get the new store finished at the earliest possible moment.

Now it is finished. We plan this House-warming to give you chance to see it. We plan the House-warming sale to make the opening of the new building of even greater interest.

This is your personal invitation to be present at the House-warming Wednesday, Thursday, Friday and Saturday,

November 18th, 19th, 20th and 21st.

MAIN AISLE, FROM MAIN STREET ENTRANCE.

Why there was no Alteration Sale

W. G. TAYLOR.
Advertising Manager.

Frequently during the many changes and alterations, we have been asked: "Why don't you have an Alteration Sale?" Well; Why not?

We have peculiar ideas about "Sales" —think they should be genuine.

Now an Alteration Sale to be genuine must result in a reduction of stock. That is just what we wanted to avoid.

Instead, during all the turmoil of the many alterations, we kept full stocks for your convenience and business went forward just the same as usual.

So you see, we just **couldn't** have an Alteration Sale.

Now that it is all over, we give you this House-warming Sale. Read on through every line of this book and see how much that means.

Shoes

The store of to-day had its inception in the Howland shoe store of over 20 years ago. To-day the shoe store, in charge of J. W. Hastings in the service of the concern since January 1, 1895, is located in the new building just at the right of the Fairfield Avenue entrance.

For the House-warming, Mr. Hastings offers shoe values that are simply wonderful.

J. W. HASTINGS.

WOMEN'S SHOES, worth $3.50 and $4:—

Patent button with cloth top.
Patent lace with kid top
Patent calfskin button.
Vici kid with patent tip, lace.
High-cut dull calfskin, lace.
High-cut tan Russia, lace.
Tan Russia, lace, regular cut.

About 1000 pairs in all at **$2.50.**

MEN'S SHOES, most worth $4, but a few $3.50 ones:—

Vici kid, lace, wide or medium toe.
Velour calfskin Blucher, narrow or medium toe.
Patent leather, lace, narrow toe.
Glazed kangaroo, lace, medium toe.

About 700 pairs in all at **$2.50.**

W. E. TIFFNEY.

Silks

Right on the center aisle of the main floor of the new store and in charge of William E. Tiffney, connected with the company since May, 1894. For the House-warming Mr. Tiffney has secured rare values in seasonable and beautiful silks: values that will appeal by their beauty as well as the economy which is to be a distinctive mark of the House-warming.

35-inch black taffeta, good finish, worth 85c. yard,—**59c.**

Black taffeta silks, 32 and 35 inch, handsome, wear guaranteed, worth $1 yard,—**69c.**

35-inch black peau de soie, handsome of finish, excellent in every way, worth $1 yard.—**69c.**

New spring foulards, 23 inches wide, all the colors that are to be most-sought next spring, printed in tasteful white designs, worth 59c—**39c**

Colored messaline silk, soft finish, 19-inch, worth 65c yd.—**45c.**

Fancy silks in checks, stripes, plaids and figures, good colors and excellent assortment, worth $1 yard,—**69c.**

Black Dress Goods

A. W. RANDALL.

Black dress goods that are honest need not fear the clear light of day. We have given them place in the right rear aisle of the store where the fine light from north windows reveals their beauty clearly. Arthur W. Randall, connected with the store since September 10, 1894, has charge of these fabrics and has made ready for the House-warming these attractive values:

Panama, plain weave or in checks and stripes, and cheviot of sturdy texture, 44 or 50 inches wide, worth 75c. yard.—**50c**

Cheviot, herring-bone cheviot, fine granite, mohair, and armure, 44 and 50-inch fabrics, rich of hue and made of woolen yarn that will give great service, worth $1 yard,—**69c.**

Chevron-stripe cheviots, fine checked batiste, broadcloth, beautiful unfinished worsted, and storm serge, handsome fabrics that are ever correct and ever in fashion, 50 and 54 inches wide, worth $1.25 and $1.50 yard,—**85c.**

Fine broadcloth, 50 inches wide, of special weight and finish, a cloth that is almost luxurious, worth **$1.75** yard.—**$1.35.**

HEART OF THE STORE, MAIN FLOOR SHOWING ELEVATORS AND STAIRWAY.

THE SHOE STORE, FROM FAIRFIELD AVENUE DOOR.

A GLIMPSE OF THE MILLINERY ROOM—Second Floor.

CANNON STREET AISLE—GLOVES HOSIERY UNDERWEAR.

M. J. CURTIS.

Colored Dress Goods

With a splendid light coming in from windows on both north and south, colored dress goods occupy generous space in the right aisle at rear of the store and just beyond the elevators. Melville J. Curtis, a member of the store organization since September 10, 1895, is in charge of this important department and offers these extra values for the House-warming:

Batiste, fine quality, all wool, 42-inch, all shades for street and for evening wear, worth 75c. yard,—**50c.**

Wool taffeta, a handsome firm fabric of much durability, French manufacture, 44-inch, in all seasonable colors, worth $1 yard,—**69c.**

Broadcloth, a fabric that is ever-fashionable and of service, in handsome shades of brown, green, red and blue, 52-inch, worth $1 yard—**69c.**

Fine suiting in plain colors, beautiful serge weave set off by satin-finish stripes that add glowing beauty to its surface, 52-inch, good colors, worth $1.50 yard,—**$1.**

Chiffon panama of light weight and much fineness, nice shades of blue, red, green and gray, 50 inches wide, sold under a special name at $1.50 yard, and well worth it,—**$1.**

Embroideries and Laces

MISS MARGARET SKIFFINGTON.

At the right side of the center aisle as one enters by the Main street door is found the embroidery and lace section in charge of Miss Margaret Skiffington who joined the store forces June 15, 1907. Her part in the House-warming is to spread before you these seasonable and meritorious extra values:—

All-over embroideries for waist fronts, beautiful designs, worth $2 yard,—**$1.**

Nainsook Swiss and cambric all-over embroideries great variety of patterns, worth $1.50 yard,—**75c.**

Corset-cover embroideries in fine and dainty patterns, right width, worth 75c. yard,—**50c.**

Embroideries in widths of 3 to 15 inches, good patterns, worth 25c. yard,—**15c.**

Point de Paris lace edging and inserting, 3 to 5 inches wide, worth 10c. and 12½c. yard—**6c.**

All over nets for waists, white and cream, nice meshes, worth $1 yard,—**50c.**

J. McK. MUNSIE.

Linens, Domestics, Fancy Cottons

Occupying a splendid place on the main floor of the store and about equally distant from the Main Street and the Fairfield Avenue entrances, the fancy and staple cottons and linens are in charge of John McK. Munsie. Mr. Munsie has been connected with the store since January 1, 1905, and during that time has given to Bridgeport folks many splendid values in merchandise. Never, however, has he spread out such a collection as is ready for this House-warming.

American prints, light and dark colors, worth 6c. and 7c.,—**3½c.**

Lancaster apron ginghams, staple checks, worth 7c. yard,—**4c.**

Percale and madras, 36-inch, stripes and figures, light, worth 12½c. yard,—**8c.**

Hydegrade Galatea, mostly used for children's wash suits, worth 17c. yard,—**10c.**

Printed flannels for kimonos and dressing-sacks, light and dark, worth 15c. yard, **10c.**

Dress linens, pink, blue, lavender and green, worth 25c. yard,—**12½c.**

Soisette in all the nice shades for evening wear, worth 25c. yard,—**15c.**

White mercerised waistings, pretty figured patterns, high luster, worth 19c. yard,—**12½c.**

Imported white waistings, finely mercerised, in fall weight and of newest patterns, worth 25c. yard,—**15c.**

Nainsook, 36 inches wide, very nice quality, worth 25c. yard,—**15c.**

Light-color outing flannel in pretty stripes and checks, worth 9c. yard,—**6c.**

Long-cloth, 36 inches wide, 12-yard pieces, worth 15c. yard,—**10c.**

Fruit-of-the-Loom muslin, 36 inches wide, 10 yards to a customer, worth 10c. yard,—**5c.**

Bed-spreads, full-size fringed crochet spreads, worth $1.25,—**85c.**

Wool blankets, good large size, white with pink or blue border, nice quality, worth $5,—**$3.50.**

Towels, hemmed huck, 18 by 32 inches, worth 12½c.,—**6 for 55c.**

Damask towels, hemstitched or with knotted fringe, large size, worth 19c.,—**12½c.**

Huck towels, hemmed and hem-stitched, 20 by 36, worth 25c.,—**17c.**

Satin damask, 72-inch, all linen, good heavy weight, worth $1 yard,—**69c.**

Damask, all linen, 60-inch, heavy aud lustrous, worth 59c. yard,—**39c.**

Napkins, all linen, 19 by 19 inches, worth $1.25 dozen,—**95c.**

Hemstitched damask squares, all linen, 36-inch, worth 50c.,—**35c.**

MISS M. E. O'KEEFE.

Millinery

Light, cheerful and convenient, the millinery sales-room is located on the Fairfield Avenue frontage of the second floor, easily reached by elevators or by new stairway near the Fairfield Avenue entrance. Since August 5, 1907, the department has been in charge of Miss Mary E. O'Keefe who offers for the House-warming these sparkling opportunities:—

Trimmed hats, the sort that have won friends and a big business for this millinery store, $4, $5, $6 and $7 sorts at practically half price,—**$2, $3, $3.50 and $4.**

Ostrich plumes, beautiful black, full and fine, regular price $6.50,—**$4.**

Ostrich tips, nice black, made up in bunches of three, regular prices $1, $1.25 and $3,—**50c., 75c. and $1.75.**

Breasts for trimming, in fancy colors and much variety, regular price $1,—**50c.**

Roses of large size and fine quality, made up with foliage, regular price $1.95,—**$1.**

Gloves and Handkerchiefs

MISS E. M. HULSE.

Great values in gloves and handkerchiefs are offered by Miss Edith M. Hulse, in charge of these departments as assistant buyer to J. D. Granfield, who has been connected with the store since January, 1901. News in detail of the values follows:—

Gloves in Cannon street aisle, rear.

12-button gloves of real kid, white, black and tan, all sizes, nice weight, worth $2.50,—**$1.60.**

Glace gloves, one clasp, over-seam finish, black and tan, all sizes, fine-fitting model, worth $1,—**75c.**

Princess Victoria gloves, a glove that the store has sold for years, pique finish, glace kid, tan brown and gray, worth $1.15,—**75c.**

Fleeced cashmere gloves, black and colors, nice and warm, worth 50c,—**30c.**

Handkerchiefs in right aisle, front.

Handkerchiefs for men, all linen, neat initial, worth 25c.,—**15c.**

Women's all-linen and Swiss handkerchiefs, self embroidered, newest patterns, worth 25c,—**15c.**

Umbrellas at right of Main street entrance.

Men's and Women's umbrellas, heavy pure silk, natural, fancy and silver-trimmed handles, worth $3,—**$1.95.**

Women's Wear

'Mongst the most-inviting sections of the store is the second floor, devoted to women's wearables all ready for service. It is a spacious, light, well-arranged department in charge of James E. McCormick, who entered upon his duties with the store in January, 1900. Mr. McCormick is seconded in his duties most ably by Miss Minnie L. Peck, assistant buyer of coats and suits, and Miss Ina M. Allen, assistant buyer of underwear. Miss Peck has been associated with the progress of the store since September 18, 1895, while Miss Allen entered its service January 1, 1902.

A VIEW OF THE WOMEN'S WEAR DEPARTMENT—Second Floor.

The House-warming brings on this floor a very attractive lot of offerings, merchandise that is of the usual high Howland standard and that is of the newest style.

Suits, tailored suits of nice materials in all the leading colors and in the new modes, plain models and richly-trimmed effects, regular price $25,—**$12.50.**

Separate skirts of fine voile panama and taffeta silk, many nice styles, including some distinctive sample skirts, worth $8.75 to $12, —**$5.75.**

Waists of fine net in white ecru and butter and waists of taffeta silk in blue, black and brown, attractive styles, worth $3.75 to $5.75,—**$3.**

J. E. McCORMICK.

Waists of messaline, chiffon, net, and taffeta; black and all the liked evening shades, rich and beautiful, worth $5 to $12, —**$3.75.**

"Opera" waists, samples, madras linen and fancy fabrics, worth $2.50 to $4.50, —**$1.95.**

"Royal" waists, fine of fit and making, tailored and lingerie styles, worth $1.50, —**95c.**; worth $2 and $3,—**$1.50.**

White lawn waists, trimmed back and front with lace and inserting, worth $1, —**50c.**

Kimonos of soft, heavy fabric in pretty effects, worth $1.25,—**75c.**

Girl's coats, stylish and nicely-made, cheviot, chinchilla and kersey and astrakhan, all colors, sizes 6 to 14, worth $7.50 to $10, —**$4.75.**

Taffeta silk petticoats, black, blue, brown and changeable effects, worth $5, —**$2.95.**

Corsets of good makes and well-known, sizes 19 to 30, worth $1 and $1.50,—**69c. and $1.**

Skirts, walking length, cambric with embroidered flounce, finished with tucks, worth $2,—**$1.**

MISS M. L. PECK.

MISS I. M. ALLEN.

Cambric skirts with deep flounce of embroidery and trimming of tucks, worth $1,—**50c.**

Drawers of cambric, made in pretty styles and finished with full embroidered ruffles, worth 50c.,—**29c.**; worth 75c.,—**50c.**

Corset-covers of nainsook, French styles, trimmed with embroidery in yoke effects, worth 50c.,—**29c.**

Cambric corset-covers of fine quality, trimmed with lace and embroidery in novel patterns, worth 75c. and $1,—**50c.**

Night-gowns of cambric, full model, V or high neck or slip-over style, prettily trimmed, worth $1,—**50c.**

J. D. GRANFIELD.

Men's Furnishings

We've put the men's store in a spot that will suit men to a T; just at the right of the Main street entrance. It is a big and cheerful section of the big new store; it is filled full of men's outfittings of dependable sorts at right prices. John D. Granfield, who has been in charge of this department as well as other important ones since August 15, 1905, offers for the House-warming:—

Wool underwear, gray, heavy weight, nice finish, all sizes from 30 to 50, worth $1,—**75c.**

Negligee shirts, plain front, new light and dark patterns, separate or attached cuffs, worth $1,—**75c.**

Night-shirts of domet flannel, good weight and quality, made with collar, worth 50c.,—**35c.**

Socks of nice quality in new fancy patterns, attractive colors, worth 25c.,—**17c.**

Underwear and Hosiery

MISS K. C. BURNS.

Women's and children's hosiery and underwear are given large space on the Cannon street aisle between the two Cannon street entrances. Miss Katherine C. Burns, a member of the store force since April 16, 1900, is in charge as assistant buyer to Mr. Granfield.

For the House-warming, these special lots are ready:—

Heavy vests and pants, white fine-rib, soft-fleeced, all regular sizes, worth 50c., —**35c.**

Combination suits, fleeced, nice weight, worth $1,—**75c.**

Black cotton stockings, medium weight, worth 25c.,—**17c.**

Medium-weight stockings of nice quality, half-white foot, worth 25c.,—**17c.**

Black lisle stockings, light weight, nice finish, worth 35c.,—**22c.**

Fine lisle stockings, Richelieu or Rembrandt rib, worth 35c.,—**22c.**

Fine tan lisle stockings, light weight and nice finish, worth **35c.**, —**22c.**

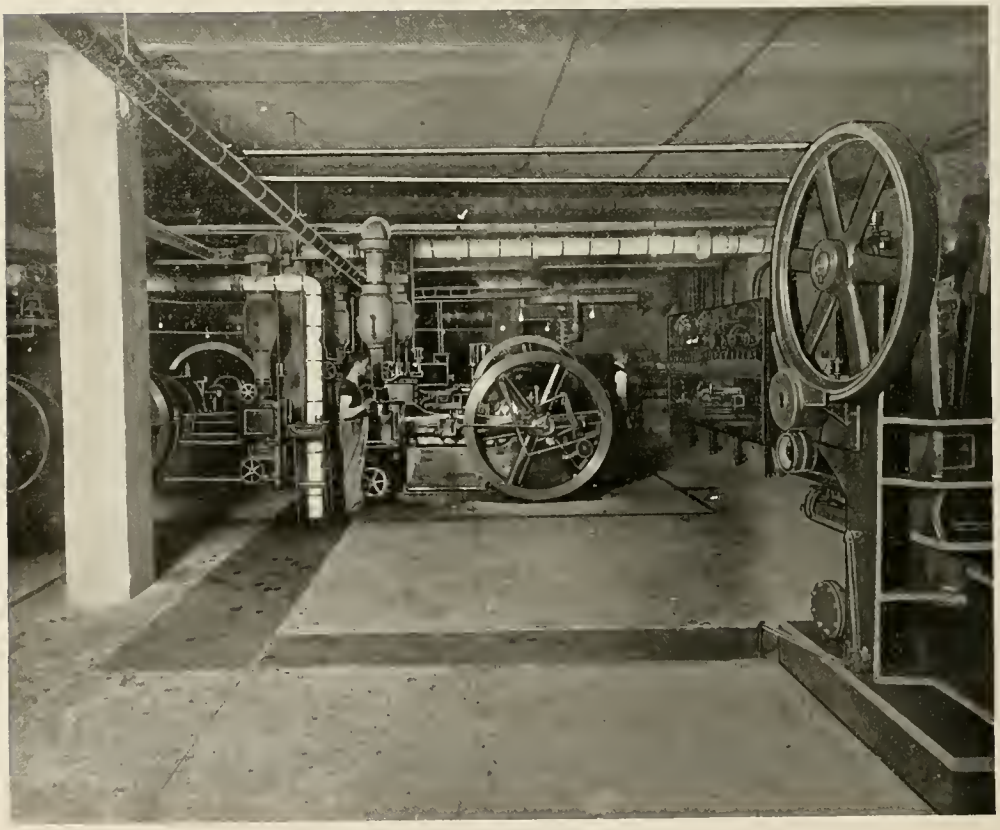
Boys' and girls' ribbed black cotton stockings, medium weight, **sizes 6 to 10**, worth 15c.,—**10c.**

Even-ribbed cotton stockings for boys and girls, medium weight, good black, worth 25c.,—**15c.**

REST ROOM—Third Floor.

NEW WALL-PAPER STORE—Third Floor.

THE NEW FINE SODA FOUNTAIN—Basement.



A PART OF THE ENGINE ROOM.

MISS E. M. WHARTON.

Ribbons

Ribbons in charge of Miss Elizabeth M. Wharton, are to be found in the main aisle of the store only a few feet from the Main street door. Miss Wharton, who has been a member of the store force since December 9, 1899, has made ready for the House-warming these extra values:—

Moire belting ribbons, No. 9, all desirable colors, worth 35c. yard,—**18c.**

Satin taffeta ribbon, 5½ inches wide, rich colors, worth 39c. yard,—**25c.**

Plain taffeta ribbon in all the demanded and good colors, 6-inch, worth 45c. yd.—**25c.**

4½-inch, worth 19c. yard,—**13c.** 3-inch, worth 12½c. yard,—**9c.**

China, Glass and Lamps

A. A. SPRAGUE.

With Albert A. Sprague in charge since July 1, 1899, the department of china and house-needs is established in the light well-aired and roomy basement close by the foot of the main stair way. 'Tis a spot marked by the regular presence of unusual values, but for the House-warming Mr. Sprague offers these extra good things:—

Dinner-sets of American porcelain, **112** pieces, 4 designs in flower decoration with gold trimming, one openstock pattern is included, regular $12,—**$7.50.**

Austrian china chocolate sets, graceful pot with 6 cups and saucers, regular $1.50,—**75c.**; regular $2.50,—**$1.50.**

Cut-glass of rich pattern and excellent quality, fruit-bowls, celery trays, vases, pitchers, sugar and cream sets, and such, regular $4.50, $5 and $5.50,—**$2.50.**

Salad-bowls of cut glass, attractive pattern and nicely cut, 8-inch size in 6 designs, regular $3 and $3.50,—**$1.50.**

Decorated Austrian and French china, salad-bowls, jars, chop-trays, and fancy articles, regular 75c., $1, $1.25 and $1.50,—**50c.**

Portable gas lamps, beaded-fringe trimming and wrought-iron finish, some with square-paneled glass shade, regular $5,—**$2.95.**

Central-draft lamps, nickel-plated, green dome shade, regular $2, —**$1.25.**

Clothes-baskets made of stout willow, good size, regular 75c.,—**39c.**

Tea-kettles, solid copper, nickel plated, Nos. 7 and 8, worth $1 and $1.15,—**69c.**

Carpets and Rugs

It is not possible to find a lighter, better place to choose carpet or rug than the carpet hall on the third floor. Light reaches it from all four sides, a light that is soft, yet clear and pleasing. Carpet hall is in charge of Joseph S. Greening, buyer also of upholstery goods and curtains, who has been in the service of the company from its opening, May, 1894. For the House-warming, Carpet Hall offers:—

VIEW OF CARPET HALL—Third Floor.

Body Brussels carpets made by the Hartford Carpet Co., right here in our own state, best grade and nice patterns, regular $1.45 yard,—**$1.**

Axminster carpets, soft and deep pile, pretty patterns and colors, regular $1.10 yard,—**75c.**

Wilton velvet rugs, 9 by 12 feet, one piece, floral and Oriental designs, regular $25,—**$17.**

Brussels rugs, 10-wire, extra-heavy, good patterns, 9 by 12 feet, regular $20,—**$14.**

Fine Wilton rugs, deep rich colors and exclusive patterns, 9 by 12 feet, regular $35 and $37,—**$28.**

Real Oriental rugs in variety of sizes, two lots; worth $20,—**$15;** worth $35 and more,—**$25.**

J. S. GREENING.

Curtains

Upholstery goods and curtains occupy large space on the third floor where a splendid display is made. Daniel L. Odell is in charge as assistant to Mr. Greening. Mr. Odell, who became connected with the store at its opening, offers these values for the House-warming:—

Swiss Jacquard muslins, dots, figures and stripes, 40 inches wide, worth 19c. and 25c. yard,—**12½c.**

Panel and sash laces, 27 to 50 inches wide, worth 35c. to 45c. yard,—**19c.**

Ruffled net curtains with lace edge and insertion, worth $1.25 pair,—**75c.**

Ruffled muslin curtains with hemstitched ruffle and five tucks, worth 75c. pair, not over 6 pairs to a customer,—**45c.**

Scotch lace curtains with overlock corded edge, worth $3 pair,—**$2.**

Fancy novelty lace curtains, made on best English cable net, finished with Cluny Renaissance and fancy lace edges with matching insertion, worth $4.50 to $6 pair, —**$3.**

Lacet lace curtains with matching edge and insertion, imported curtains from France and very beautiful, worth $12 pair, —**$7.**

D. L. ODELL.

D. P. HARRIGAN.

Tea and Coffee

This store roasts all its own coffee right in the department where it is sold. Every pound of tea and coffee, every bit of spice or chocolate that is sold here is guaranteed by the store. The department, located in the new basement near the front stairway is in charge of D. P. Harrigan, who has been its head since December of 1902. For the House-warming he offers:—

Howco Special teas, regular 35c pound, all flavors,—**22c.**

Howco Special coffee, a delightful blend, regular 25c. pound,—**17c.**

Howco cocoa (one can) and one cake Howco chocolate, usually 43c.,—**29c.** Only two of each to a customer.

J. B. MAXAM.

Silver and Jewelry

Silver and jewelry occupy an attractive spot in the new Cannon street aisle at the front of the store and but a short distance from the Main street entrance. Julius B. Maxam, who joined the store force November 25, 1899, is in charge of the department and has ready for the House-warming these attractive articles:—

Quadruple-plated silverware for the table, bread-trays, chocolate pots, covered butter dishes, comports, and fruit-dishes, syrup pitchers, crumb sets, and such; regular $3 and $4,— **$1.50.**

Fern dishes of pretty design, fitted with earthen inner dish, regular $1.75 and $2,—**$1.25.**

Flat silverware, made by Wm. Rogers & Sons, good designs and quality; tea-spoons, regular $1.50 doz.,—**90c.**; table-spoons and forks, regular $3 doz.,—**$1.80.**

Mesh bags of German silver, ball catch, kid lining with pocket; three patterns of frame, worth $3.50,—**$2.65.**

Belt-pins in a number of fancy designs, gold, silver and enamel, plain or with stone settings of coral jade amethyst or matrix, worth 50c., —**35c.**

Back comb and barrette sets, each piece carved in beautiful patterns, each set in pretty box, worth $1.25,—**79c.**

Wall-paper

L. P. BARTON.

A new department in the new and larger store is the wall-paper section located on the third floor adjoining Carpet Hall and in charge of L. P. Barton. Its initial bow was made in September of this year, but already it has won a place for itself and has proved the ability of this store to sell wall-paper of best sorts at lower-than-usual prices. For the House-warming, Mr. Barton offers:—

All the handsome papers in new designs and colors that we usually sell at 80c. to 90c. a double roll,—**60c.**

All the tasteful sleeping-room papers in pretty combinations of color and design, to be finished with moulding, usually 25c. to 38c. double roll,— **18c.**

White moire ceiling paper, usually sold at 25c., a double roll,—**17c.**

White moulding, 1½ inches wide, good finish, usually 2½c. a foot, —**1½c.**

MISS A. M. HAWKINS.

Leather Goods

Just to the left of the new spacious entrance to the store from Main street is located the leather goods section in charge of Miss Alice M. Hawkins, who has been connected with the store since December 1, 1896. In the House-warming, Miss Hawkins offers these extra values:—

Silk elastic belts, 1¾ and 2 inches wide, plain or steel-studded and with clasps of gilt steel or gun-metal, some with back buckle effect, in white, black and all the fashionable colors of the season, worth $1, —**50c.**

Leather hand-bags, carriage and swagger shapes, single or double handles and fitted with inner purse. In brown, black, tan, navy and green with gilt or oxidized clasps, worth $1,—**65c.**

Notions and Toilet Wares

J. C. MIZER.

All the many toilet-needs are to be found at the new toilet-wares section in the main aisle at the front of the store. Notions and small-wares of every sort are ready at the newly-located notion department in the Cannon street aisle just to the left of the Main street entrance. Both departments since October 10, 1904, have been in charge of James C. Mizer, whose special offerings for the House-warming follow:—

Pad hose-supporters, satin pad, rubber button, suspender or fancy-frill webbing, blue, pink, black and white, worth 25c.—**17c.**

Silk dress shields, Kleinert's make, shirt-waist or full size, Nos. 2, 3, 4 and 5, worth 25c.,—**12½c.**

Dexter's knitting cotton black or white, worth 5c.,—**3c.**

Pin-on hose-supporters, heavy suspender web with ribbon bow, large wooden button, worth 19c.,—**10c.**

Tooth-brush and dentifrice combination; a good tooth-brush and one package of either Lyon's, Calox, Cheney's, Sanitol, Euthymol, Sozodont or Rubifoam dentifrice, price of dentifrice alone being 19c.,—**25c.**

Talcum powder, Babcock's Corylopsis or Bradley's Woodland violet with a choice of powder puff or rouge pad, worth 25c.,—**17c.**

Hair brushes, Keep-clean and imported brushes in several styles of handle, good bristles, worth 50c.,—**35c.**

Soap, Armour brand, sandalwood, violet, heliotrope and lilac, 3 cakes in box, worth 25c.,—**17c.**

MRS. IDELL JONES.

Art Section

For every kind of home art work, this third-floor section offers complete service. Mrs. Idell Jones, assistant buyer to Mr. Greening, and with the store since May 28, 1906, offers for the House-warming:—

Linen Cluny centers, 20 to 28-inch, worth $3 to $5,—**$2.**

Cluny linen scarfs, 18 by 54 or 72 inches, fine, worth $9 and $10,—**$5 and $6.**

Fine Cluny Squares with inserting, rich and beautiful, 72 inches square, worth $35 to $75,—**$29.**

Books and Stationery

MISS J. A. BROWN.

Complete and attractive, the book-shop is just at the right of the Fairfield Avenue entrance and in charge of Miss Jessie A. Brown, who has been one of the store force since April 26, 1902. For the House-warming, Miss Brown presents:—

Books, popular copyrighted stories by well-known authors, some with fine illustrations in color and beautiful covers, usually sold here at 45c.,—**29c.**

St. Elmo and other equally-well-known stories, printed on good paper, bound in cloth, usually sold here at 25c.,—**13c.**

Stationery in boxes, good paper and attractive box, 24 sheets paper and 25 envelopes, regular price 25c.,—**15c.**

Playing cards, a special lot from a new and independent manufacturer, good value at 12½c.,—**90c. doz. or 8c. package.**

MISS JENNIE VREDENBURGH.

No sketch of the growth of this store would be complete without mention of Miss Jennie Vredenburgh, whose business career in this city and at the corner of Main and Cannon streets is truly remarkable. For over 28 years, Miss Vredenburgh has been at her post in the store which has done business on this corner except for an interval of four months in 1894. Her first service was with the firm of W. B. Hall & Company and commenced in April of 1880. September 1, 1894, she joined the forces of the Howland store and to-day is one of the most enthusiastic of its members.

MISS B. B. WHEELER.

Hair Goods

In April last, a department for the selling of hair goods was opened on the third floor. In it everything for the fashionable dressing of the hair is to be had. Everything is of best making and of assured quality. Special pieces are made to order. Miss Bertha B. Wheeler is in charge of this department and has these to offer for the House-warming:

Good switches, 18 inches long, worth $1.50,—**95c.**

Puffs in sets of four, worth 85c.,—**50c.**

Marlowe puffs, eight in set, worth $2,—**95c.**

Cluster puffs, handsome set, worth $2.00,—**$1.25.**

Music

All the music that finds popular favor is sold here in a large and attractive department on the third floor. There, one finds the songs and marches that are made popular in the newest productions in the theatres, selections from the latest operas, old-time songs that retain favor. Always they are sold for an attractive price. The department has been since August 20, 1906, in charge of Miss M. A. Botsford who offers for the House-warming a large number of popular songs and marches and dances at the one price of—**5c.**

MISS M. A. BOTSFORD.

J. H. TODD.
Floor Manager—1907.

H. P. CLEARY.
Decorator—1899.

H. H. CAWTHORNE.

The Boys' Shop

Opened August 29 of this year, the Boys' Shop has already become known as the store for boys of the town. Boys' clothing and furnishings are sold there day in and day out for less than anywhere else hereabouts. It is true that you can always save not less than a dollar on every suit or coat you buy in the Boys' Shop. For the House-warming, these savings are made even greater:—

Suits for boys, sizes 8 to 17, our regular Double-service suits with two pairs of trousers, brown and gray woolen mixtures of full weight, made in newest fashion, regular $5,—**$3.50.**

Overcoats, dressy gray and brown fabrics of good weight, made with new long broad-shoulder effect, regular $5,—**$3.50.**

Trousers, Knickerbockers, bloomers and plain style, many patterns, our regular 50c. trousers,—**35c.**

Sporting Goods

W. H. HOWE.

In their new home in the light front basement, the sporting goods seem to be doubly attractive. Mr. W. H. Howe, who was first associated with this business October 1, 1889, when he engaged as salesman in the shoe store of Mr. Howland, is buyer and offers for the House-warming this attractive lot of values:—

Phonograph of good reproducing power and good appearance, with two Columbia XP records, worth $10.50,—**$7.95.**

Pool tables of the famous Burrowes make, 3 by 6 feet, regular price $30,—**$20.**

Sweaters for men, wool, coat style, worth $2 and $2.50,—**$1.65.**

Boys' sweaters, all wool, red, gray, and gray with red or blue trimming, worth $1.50,—**$1.10.**

MacFadden exercisers, scientific and easily used, regular $2 sort, —**$1.25.**

Dog collars and supplies, everything for the dog, one-third less than usual price.

Boxing-gloves, and punching-bags, standard shapes and qualities, one-quarter off usual price.

MISS A. E. MELLOR.
Pattern Dep't—1905.

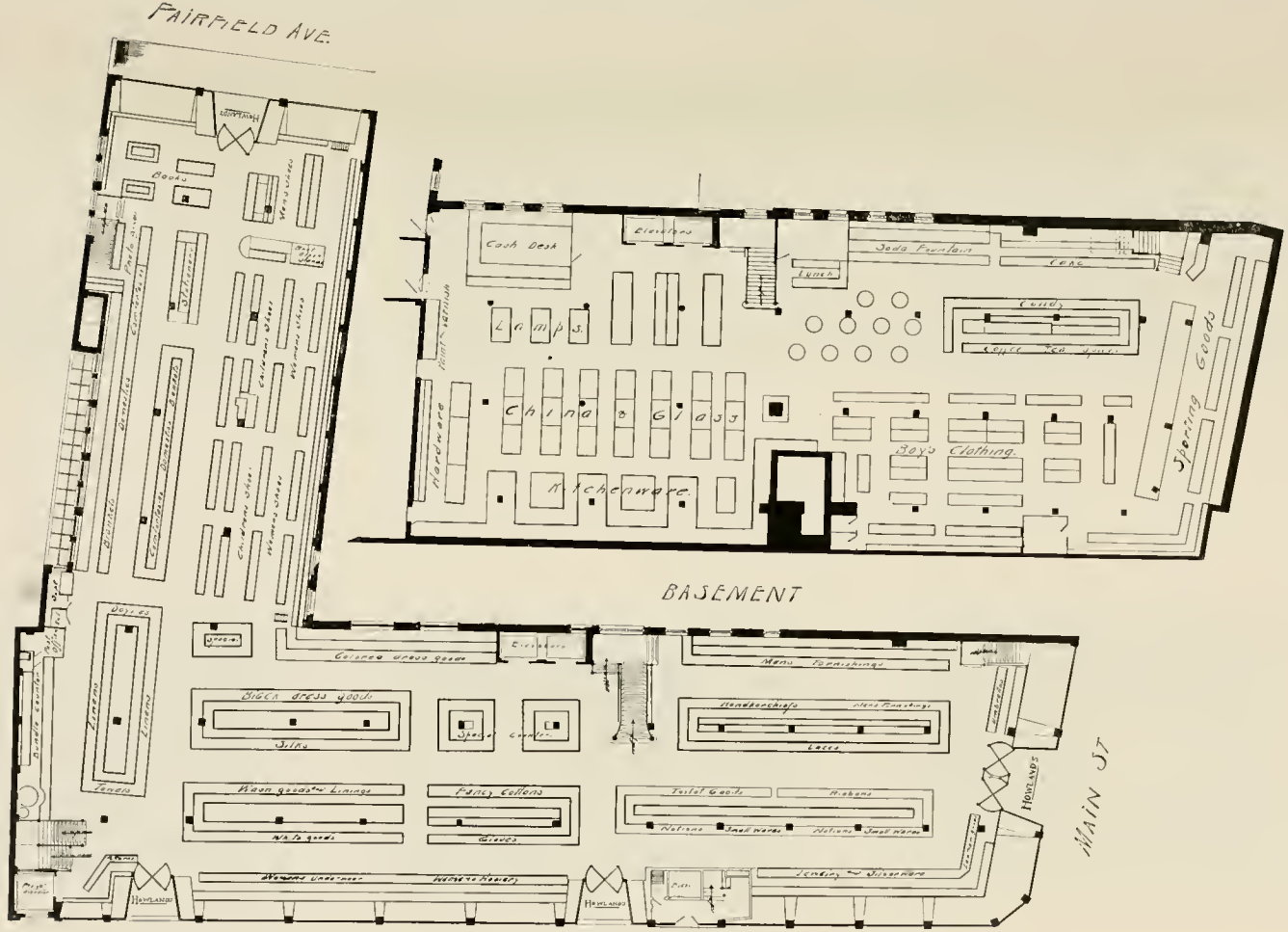
MRS. M. A. GIBSON.
Chief Tailor—1894.

E. C. ADKINS.
Soda Dep't—1896.

P. D. HAYES.
Chief Engineer—1900.

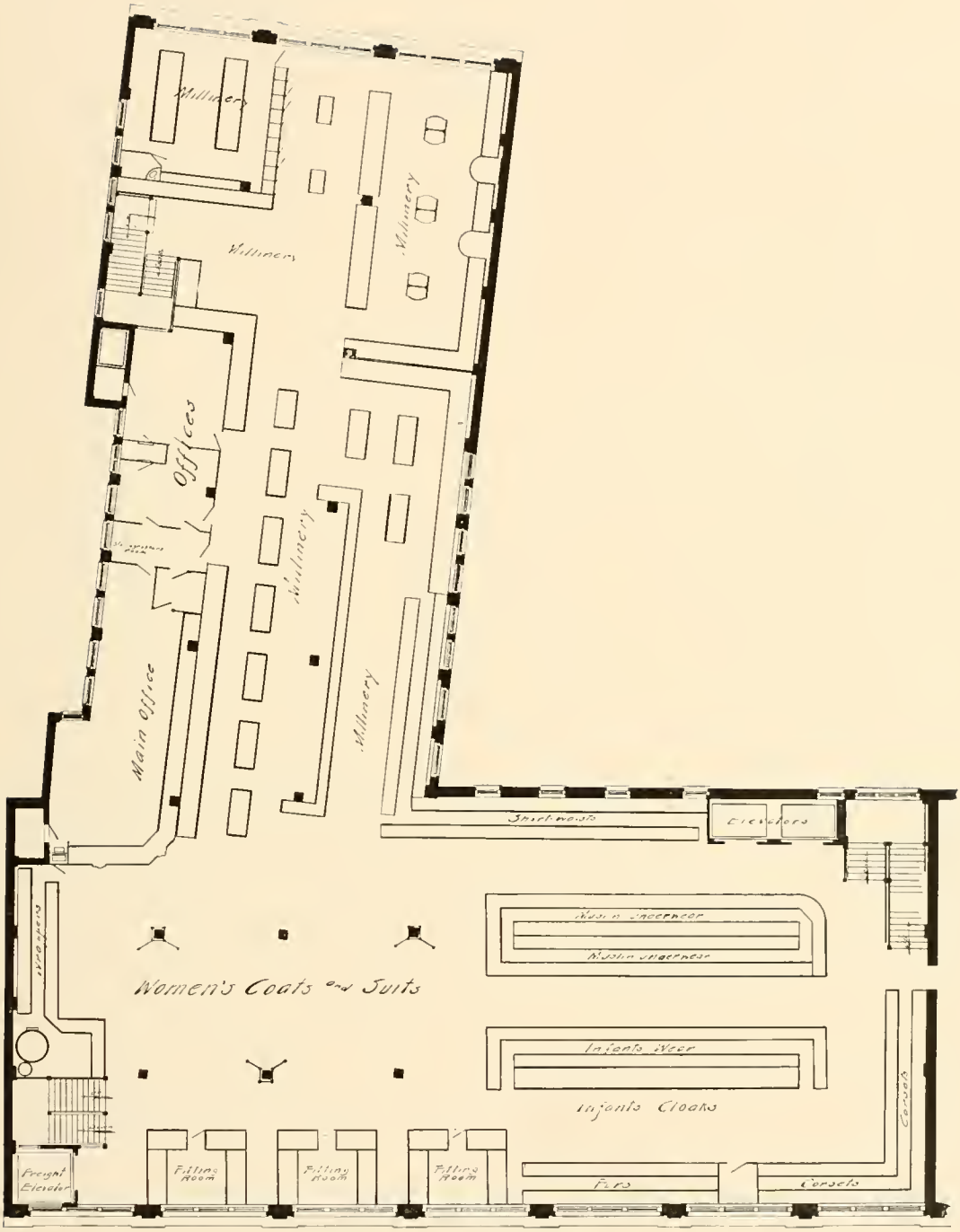
E. A. WENZEL.
Delivery Dep't—1903.

J. R. STANDISH.
Shipping Dep't—1894.

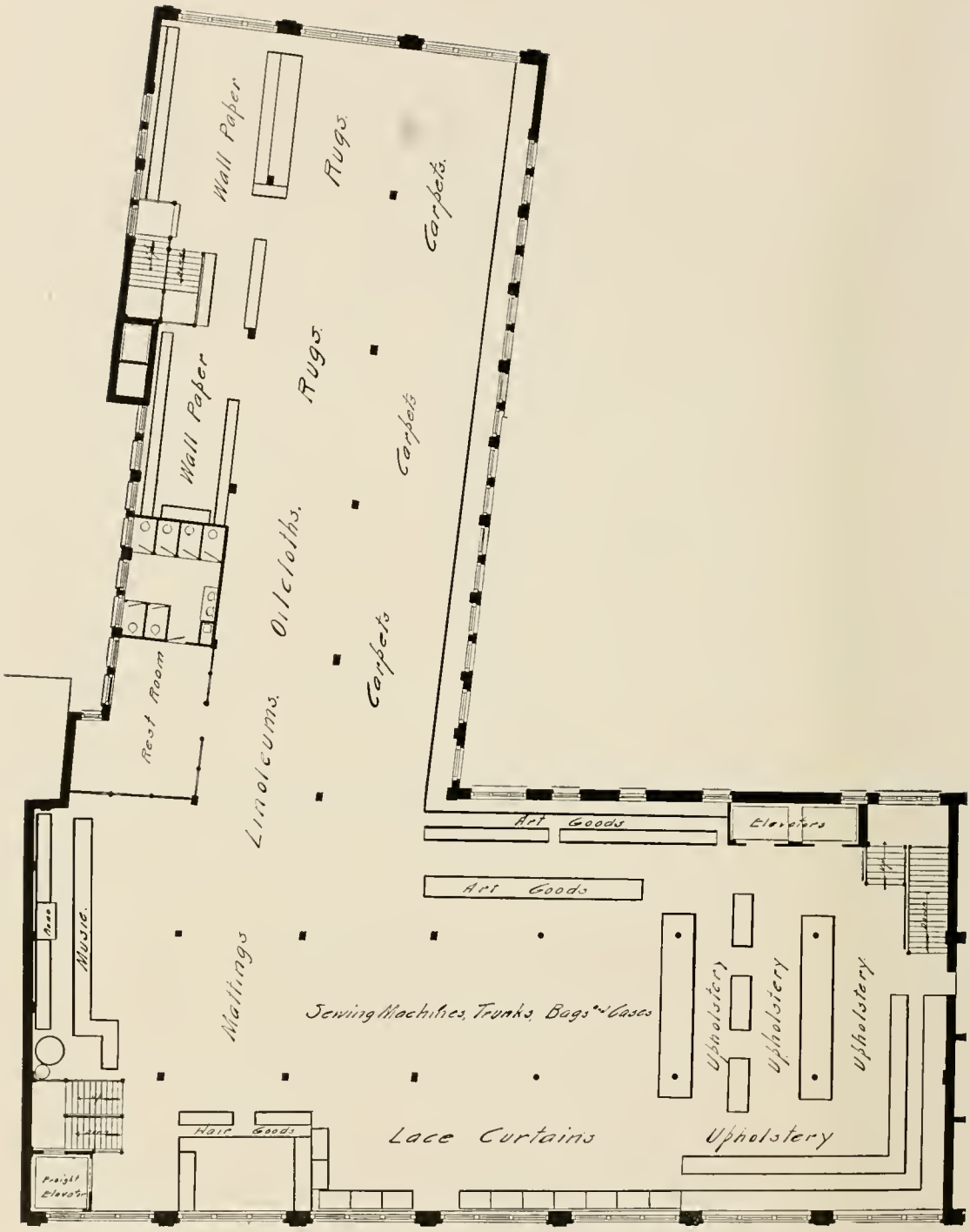


FIRST FLOOR PLAN THE HOWLAND DRY GOODS CO.

CANNON ST.



SECOND FLOOR PLAN.



THIRD FLOOR PLAN.

Store Features of Extra Interest.

AUTOMATIC bundle conveyor which takes packages from every floor to delivery room in basement, there to be forwarded to your home.

Power plant equipped with four boilers, five engines, four dynamos and special machinery to operate the new Plunger elevators.

New Plunger elevators that make it easy and safe to reach any floor in short time.

Pneumatic tube cash-carrier system. Enlarged with the building of the new store and one of the largest in New England. Contains nearly three miles of tubing, most of it made right here in Bridgeport.

Electric lighting and power plant which operates nearly 200 arc lights and over 1700 incandescent lamps in addition to elevators.

Fire protection system which carries water to every part of the store for use in case of fire. Automatic in its workings and supplied with water from a big tank on the roof and special big pump in power plant. Even the north outside wall of the building is sprinkled in case of need.

Locker and toilet rooms for employes. Fitted with every modern sanitary equipment, including ventilated lockers of steel.

Rest and toilet-room for shoppers on third floor. Rest room fitted with ease-assuring furniture. Toilet-room a model of sanitation and convenience.

Vacuum cleaner by which all floors are cleaned by newest and most efficient method.

HOWLANDS
THE HOWLAND DRY GOODS CO.
HOWLANDS
SANFORD BLDG
ELEVATOR